

Popularity of Newspapers among Youngsters

Ms. KANWALPREET KAUR PURI

Asst. Professor, MVM College, Andheri (W), Mumbai
Tel.: 98334 06118
k.preet86@gmail.com

Mrs. HENNA K. PUNJABI

Asst. Professor, MVM College, Andheri (W), Mumbai
Tel.: 99307 18963
hennakpunjabi@gmail.com

Abstract

In this competitive and constantly changing world one has to keep themselves updated. We are living in an age of information and news provides us that information. Without regular access to news, most people would be unaware of the various events taking place both locally and globally which can have an impact on their lives. Newspaper is one of the traditional sources of news and is in stiff competition with online media. Therefore, this study aims to understand the popularity of newspaper among the youngsters in the present digital age.

Keywords: News, Newspaper, Online media

Paper Type: Empirical Research

Introduction

The news media or news industry is a form of mass media that focuses on delivering news to the general public or a target public. Different media of news include print media (newspapers, news magazines), broadcast news (radio and television), and more recently the Internet (online newspapers, news blogs, etc). The importance of newspaper in our daily lives cannot be ignored, but the role of electronic media is now a dominating one. In this age of information and technology, news is the most powerful tool to express ideas and information. It is a part and parcel of modern life. It is playing its vital role by providing information and creating awareness among the people. Newspapers are in stiff competition with new online media. Online media is one media which has experienced audience growth in the past decade.

Newspaper is the store house of knowledge to different segments of the society. It is an important tool for people from students to government officials and housewives to businessmen. Reading helps one to build vocabulary skills, enhance knowledge and increase the enjoyment of reading (Strommen & Mates, 2004).

Literature Review

Although the newspaper has to compete with various types of mediums, it seems to be the choice in order for the public to obtain reliable information (Chyi and Lewis, 2009). The contents full of information such as information on current issues taking place in the country (Mior, 2006), sports and entertainment (D'Haene, et. al., 2004), accidents and conflicts (Owens, 2007), business.

Newspapers have become the least popular medium people use to keep up to date with news and current affairs, according to new research from Ofcom.

Research by Dr. Dan Sullivan of the University of Minnesota examined programs in 22 cities across the country. The study compared test scores of students who had used the newspaper in class with those who had not. In all 22 cases, those students who used the newspapers scored better on standardized reading test than those who did not read newspapers. Minority students and those who were not native English speakers showed the greatest achievement. (2002, NAA Foundation)

Objectives of the study

1. To understand the outlook of youngsters towards news.
2. To find out the popularity of newspapers among youngsters in the present digital age.

Research Methodology

Sources: Primary data is collected through questionnaire. Secondary data is collected from internet.

Sampling method: Convenience sampling method.

Sample size: 50

Sample design: Youngsters belonging to the age group of 18 – 24 years.

Limitations

The study is restricted to 50 youngsters of a certain age group in Mumbai city and hence cannot be generalised for everyone.

News and Youngsters

To survive in this competitive and constantly changing world youngsters have to keep themselves updated. We are living in an age of information and news is the provider of current information. Without regular access to news, most people would be unaware of the various events taking place both locally and around the world, that have an impact on their lives. General knowledge is the most necessary part of education. Following the news helps to develop reading habits, acquiring knowledge, updating current news and awareness of social activities. The newspaper reading has been seen as generally an important part in a student's culture and education. News provides information of the current incidents of the nation and the globe. 'Students are the future of a country and newspaper reading makes them a high-quality citizen. Reading of newspaper is a habit and it manipulates readers to discover and go into the store house of knowledge on every day basis' (Majumder & Hasan 2013). It not only increases their knowledge, but also it provides improvement to life style, thinking and character. This is the age when youth needs to enhance their knowledge and broaden their vision. It not only improves their vocabulary but also helps them to form their own opinions about various aspects of life. It is a good source of entertainment, be it about sports, games, or showbiz. As there is exchange of diverse views regarding diverse things, it is very helpful in creating social awareness about major societal issues.

Transitions in the newspaper industry - Yesterday and Today

New technologies have impacted the newspaper industry, both in the past and the present. Last century, newspaper had to compete with radio and television and in this century internet is the strongest competitor as many readers and advertisers are migrating to internet. In response to both developments, newspapers have made changes in order to maintain their appeal, offering new types of content,

adjusting their formats, looking for new sources of revenue, and streamlining their operations, among other strategies. Style, content, and news coverage evolved in response to changing readers' demands. Yet, notwithstanding that change, the growth of television contributed to the demise of many afternoon newspapers as people became accustomed to getting news in the evening in other ways. Despite the emergence of television and radio as sources of news and advertising space, newspapers did not become obsolete. Indeed, they thrived from the innovation induced by the challenge of new media options. Some newspapers changed long-held newspaper conventions and formats. In short, the newspaper industry has confronted technological advances in previous eras. Through the innovation induced by these challenges, newspapers adjusted and prospered.

Today's Challenges

Today, the newspaper industry faces another technological game change - the Internet. As discussed by many, the advent of the Internet, along with other factors, has reduced the business model of many daily newspapers. Some readers are shifting from paid subscriptions to free online news sources, resulting in declining circulation. Online revenue has not offset these losses. Many newspaper owners offer their online content for free, having reasoned that they could attract more readers and thereby sell more advertisements. We still see positive prospects for the industry. Demand for news remains strong, and with that remain significant demand of advertisers too.

Findings of the study

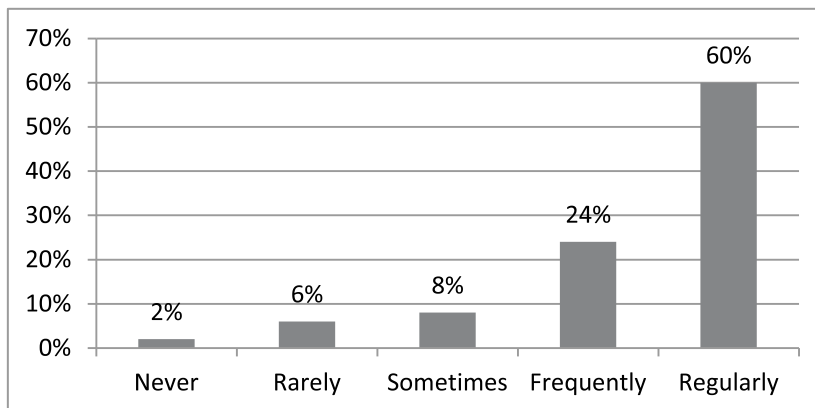
Q. 1) Do you follow news?

Table 1

	%	No. of Respondents
Never	2%	1
Rarely	6%	3
Sometimes	8%	4
Frequently	24%	12
Regularly	60%	30
Total	100%	50

Source: Compiled by Researcher

Graph 1



Graph 1: Table 1 and Graph 1 illustrate the outlook of youngsters towards news. 60% of the respondents follow news regularly, 24% frequently, 8% sometimes, 6% rarely and 2% never followed news. Thus, majority of the respondents follow news.

Q. 2) Sources of news accessed

Table 2

	%	No. of Respondents
Newspaper	12%	6
Newsmagazines	4%	2
Radio	2%	1
Television	14%	7
Internet/Websites	30%	15
Mobile Apps	36%	18
Others	2%	1
Total	100%	50

Source: Compiled by Researcher

Graph 2

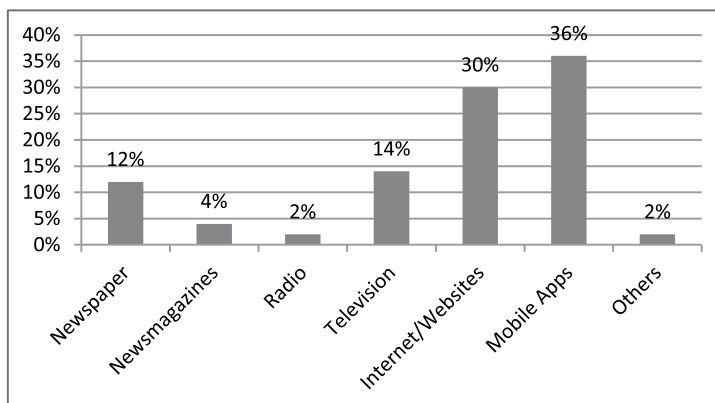


Table 2 and Graph 2 illustrate the sources of news accessed by youngsters. 36% of the respondents access news via mobile apps, 30% via internet, 14% via television, 12% via newspaper, 4% via newsmagazines. Thus, the most popular source is mobile apps followed by internet/websites.

Q. 3) Do you read newspapers?

Table 3

	%	No. of Respondents
Never	0%	0
Rarely	10%	5
Sometimes	18%	9
Frequently	30%	15
Regularly	42%	21
Total	100%	50

Source: Compiled by Researcher

Graph 3

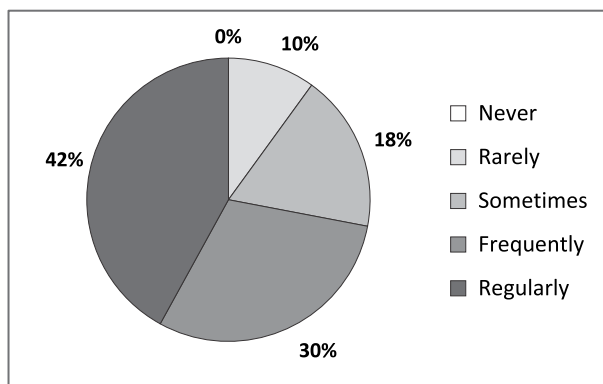


Table 3 and Graph 3 illustrate the popularity of newspapers among youngsters. Majority of the respondents i.e., 42% regularly read newspapers. Thus, still many of the youngsters prefer reading newspaper.

Q. 4) Which newspaper do you read?

Table 4

	%	No. of Respondents
Mumbai Mirror	18%	9
The Times of India	20%	10
Bombay Times	18%	9
Hindustan Times	22%	11
DNA	4%	2
Navbharat Times	6%	3
Economic Times	2%	1
Dabang Duniya	2%	1
Loksatta	4%	2
Others	4%	2
Total	100%	50

Source: Compiled by Researcher

Graph 4

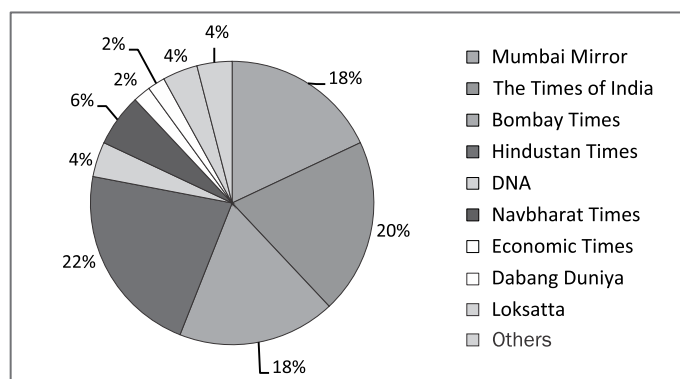


Table 4 and Graph 4 illustrate that 22% of the respondents prefer Hindustan Times, 20% The Times of India, 18% Mumbai Mirror and 18% Bombay Times.

Q. 5) Time spent for reading newspapers

Table 5

	%	No. of Respondents
15-20 minutes	74%	37
30 minutes - 1 hour	20%	10
1 hour - 2 hours	6%	3
more than 2 hours	0%	0
Total	100%	50

Source: Compiled by Researcher

Graph 5

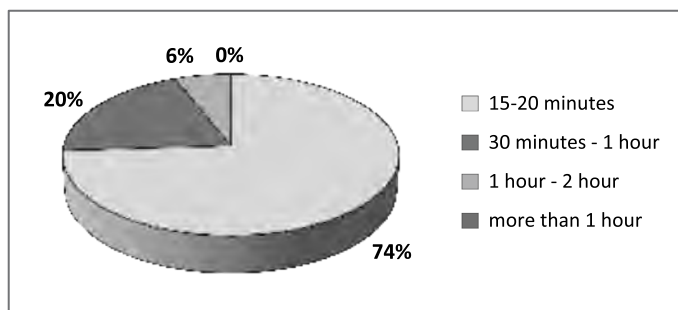


Table 5 and Graph 5 illustrate that the maximum time spent reading newspaper is 15-20 minutes.

Q.6) Do you have subscription of newspaper at your place?

Table 6

	%	No. of Respondents
Yes	60%	30
No	40%	20
Total	100%	50

Source: Compiled by Researcher

Graph 6

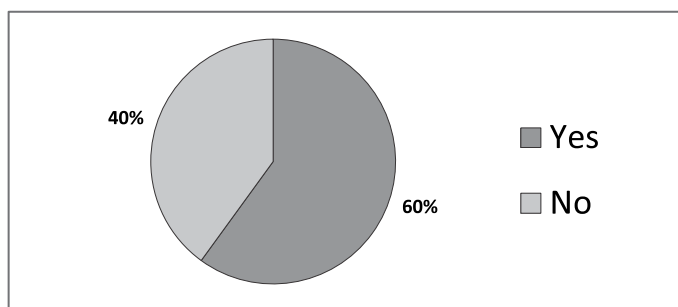


Table 6 and Graph 6 illustrate that 60% of the respondents have newspaper subscribed at their place.

Q. 7) Motives for reading newspapers

Table 7

	%	No. of Respondents
Keep updated	36%	18
Improving General Knowledge	22%	11
Job Opportunities	36%	18
Timepass	2%	1
Other Reasons	2%	1
Total	100%	50

Source: Compiled by Researcher

Graph 7

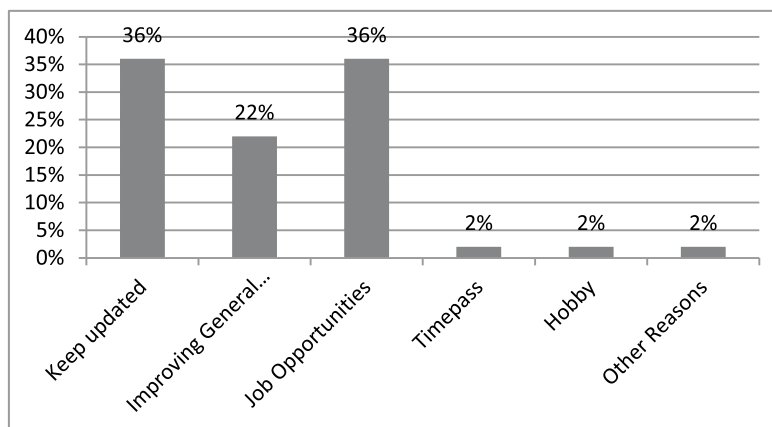


Table 7 and Graph 7 illustrate the youngsters' main reason for reading the newspaper is to keep themselves updated and to search for job opportunities.

Q. 8) Which section of newspaper do you like the most?

Table 8

	%	No. of Respondents
Sensational News	34%	17
Fashion	24%	12
Job Opportunities	20%	10
Politics	6%	3
Advertisement	4%	2
Cinema	4%	2
Puzzles and Cartoon	6%	3
Others	2%	1
Total	100%	50

Compiled by Researcher

Graph 8

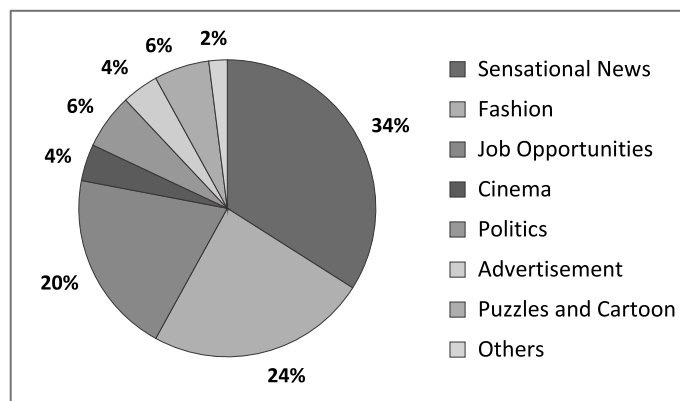


Table 8 and Graph 8 illustrate that youngsters mostly read newspapers for sensational news, followed by fashion news and job opportunities.

Conclusions

- There are still many youngsters who prefer reading newspapers.
- Not everybody has access to internet or devices which can help them with online content.
- In this fast-paced world, people don't want to spend time going through a newspaper to find an article when they can search for and find it online in a matter of seconds.
- In our fast-moving world it gives people more opportunities not only to read the article but to view other resources on the topic and share opinion with other readers. Internet is obviously more convenient and appropriate to modern life.
- Online news is immediately accessible and convenient but doesn't include everything and is not always trustworthy.
- Furthermore, few youngsters are very lazy to spend their leisure time with reading a newspaper. They just want to know about the entertainment news or something that makes them laugh.
- The Narendra Modi led Indian government is taking a number of measures, most significantly “Digital India”, to provide internet access to the masses. Now Internet has reached most of the rural areas of India and day by day the speed is improving. With millions of news users, online news in India has become an important medium. As more and more people are getting connected to online outlets, the minute-to-minute coverage has become a challenge for the traditional media.
- As per this study, most of the Indian readers like to read latest news. They frequently keep checking the websites for the latest happenings around the world. Most of the internet users have accounts on various social media websites.

Suggestions

- To attract more news readers, traditional media should publish maximum news from different parts of the world. As a lot of readers get news and information from the social media, websites of traditional media can excerpt the content. Anyways, it is not as if print journalism has not taken any effort on their own to overcome many challenges along the way.

- Journalists should constantly target the youth, which is to basically write in a manner and on subjects that are attractive and acceptable to the younger generation.
- Special focus on career opportunities, sports, films, electronic gadgets.
- The distribution network of newspapers should be stronger so that it is readily available and the vendors involved in distribution should be trained and well rewarded by the newspaper company owners.

Gone are the days when there was desperate wait for 'newspaper wallah' in the morning. Nothing made the day as the combination of newspaper and a cup of hot tea. I seriously wish this pleasurable activity never dies and the news industry keeps on upgrading itself to retain the interests of its customers.

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